

ADVANCE LEAFLET
ANNOUNCING

REO

THE FIFTH



SUMMER SERIES



A STREAM LINE BODY

COMPLETE ELECTRIC EQUIPMENT

36 NEW FEATURES
A \$220 REDUCTION



THREE years ago Mr. R. E. Olds brought out Reo the Fifth as his climax car. As the final result of his 25 years spent in car building. It was his 24th model, and he announced that it marked his limit.

That car took at once the foremost place in its class. It quickly attained an overwhelming demand. Within two or three months the orders from users ran five times our factory output.

The next year—the year just closed—broke all our factory records. Our sales exceeded the year before by over thirty per cent.

Now, at the height of this car's popularity, we bring out a new series. A car still built by Mr. Olds, with all of his care and caution. A car which retains every costly feature which gave Reo the Fifth distinction.

We equip this car with the latest-style body, making it the handsomest car which ever went from this factory.

We add to the car 36 new improvements.

And we offer this car, completely equipped—including ELECTRIC STARTER AND ELECTRIC LIGHTS—for \$1,175. Last season's model, equipped in the same way, sold for \$1,395. So this means a \$220 reduction.

This amazing reduction marks the greatest achievement Mr. Olds has ever accomplished. Never before has an equal innovation appeared in any car in this class.

Let us briefly tell you what it means, and how it came about.

Where Reo the Fifth Excels

Reo the Fifth attained its distinction by being a better-built car than was ever attempted, save by the highest-priced makers.

The steel that we used was all made to formula, and each lot was analyzed twice.

The gears were tested in a 50-ton crushing machine. The springs were tested for 100,000 vibrations.

Every driving part had to pass the test for 50 per cent over-capacity. That was fixed as our margin of safety.

We used oversize tires—34x4. A doubly-heated carburetor.

We used 15 roller bearings at five times the cost of common ball bearings. We used 190 drop forgings, at twice the cost of steel castings, to wipe out the risks of flaws.

We built slowly and carefully. There were hundreds of tests and inspections. Parts were ground over and over to get utter exactness.

Engines were tested for every requirement. Then taken apart and inspected. Then tested again.

Never before was a car in this class built in this costly way, or with anything like this care. We could have saved \$200 per car by following the usual practice.

But the result was an almost trouble-proof car. A car unmatched in staunchness. A car which cut upkeep cost to a minimum. And a car which will run after years of use as well as it ran when new.

So, despite the price, the car at once attained an enormous sale. And the more men used it the larger the sale has grown.

Every one of these costly features is retained in this new-series car. And they will be retained, both in spirit and letter, so long as Mr. Olds builds the car.

Now a Stream Line Body

We now make this car with a new-style body—a low, racy, low-hung body. It has the stream line cowl and the gondola back. It is wider than our former body.

All the instruments and indicators are set flush with the dash, and all within easy reach of the driver. The upholstery is made deeper and softer.

This body follows European vogue. It represents the coming type of car. It will soon make old-style bodies seem top-heavy, cumbersome and crude.

Electric Starter—Electric Lights—Up-to-date Equipment

The new-series car comes completely equipped. It has electric self-starter, electric lights. The searchlights have a dimming attachment. The driver can dim them from his seat for city driving or for ordinance lights.

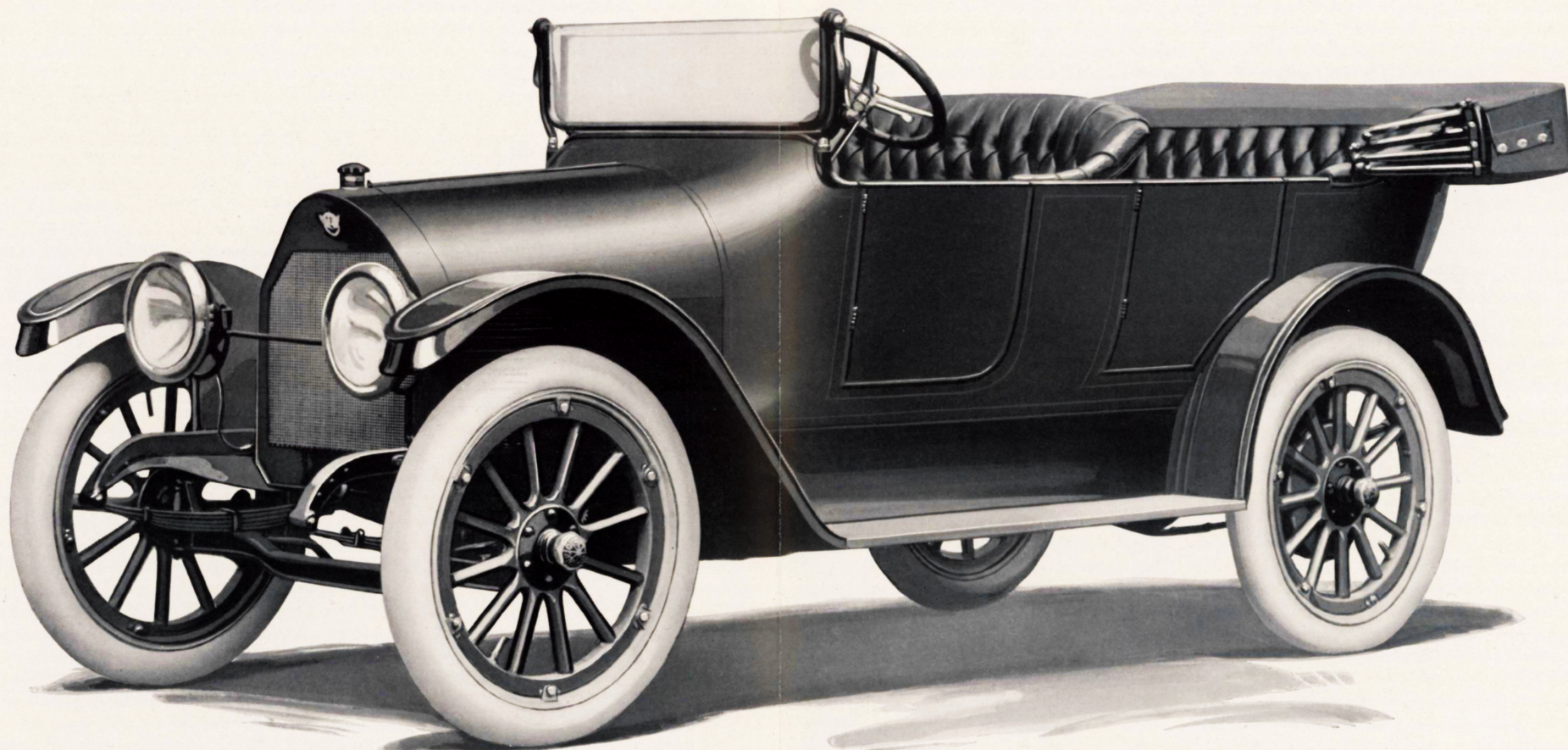
The windshield is ventilating, rain vision and clear vision. There is a mohair top, side curtains and envelope.

There is a new type of tire holder on the back, so the running boards are clear. This device also carries the tail light with the number tag below it, as required by many laws. There is an extra demountable rim, a speedometer, an electric horn, complete tool equipment, etc. No extras of any kind are needed.

In the chassis we have made two changes. We have improved the drive shaft universal joint, and we have changed the transmission roller bearings. These changes are made to secure absolute silence.

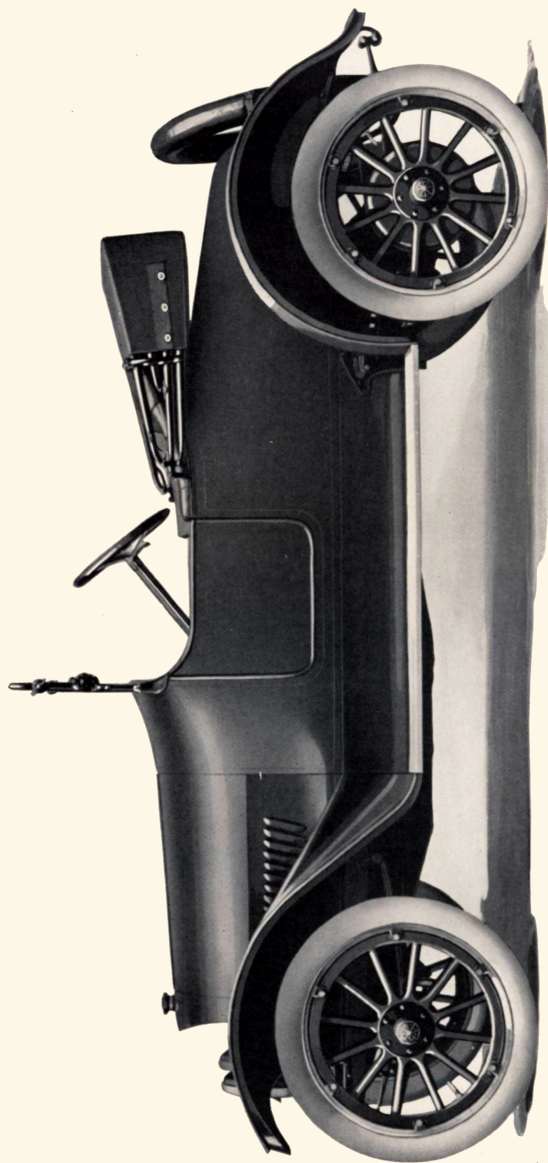
The Amazing Price Reduction

In all other respects, Reo the Fifth remains exactly as it was. Not a costly feature has been sacrificed, not a part or device has been skimped. Any backward step would be simply unthinkable with a man like R. E. Olds.



"Reo the Fifth" Summer Series—Five-passenger Touring Car—Price \$1175

Electric Starter, Electric Lights, Mohair Top with full Side Curtains, Mohair Slip Cover, Clear Vision Ventilating Windshield, Speedometer, Electric Horn, Robe and Foot Rails, Extra Rim and Improved Tire Bracket, Pump, Jack, Complete Tool and Tire Outfit



"Reo the Fifth" Summer Series — Two-passenger Runabout — Price \$1175

Electric Starter, Electric Lights, Mohair Top with full Side Curtains, Mohair Slip Cover, Ventilating Windshield, Speedometer, Horn, Extra Rim and Improved Tire Bracket, Pump, Jack, Complete Tool and Tire Outfit

Part of our saving this season lies in the lower cost of electric equipment.

But it is mainly due to special automatic machinery. For three years we have concentrated on this single model. We have worked to build every part of this car at the lowest cost possible for it.

This inventive work was expensive; the machinery was expensive. For the first two years of this final model it brought up our cost of production.

Now this expense is wiped out. Our factory is equipped to produce a car of this class at a cost which no other concern in the world can anywhere near approach.

We give to our buyers these savings. That is the reason for this price reduction of \$220.

In making your choice there are two things to consider. One is the part that you can see, the other the part that you can't.

Comparison is easy in the parts that you see. It is hard in the hidden parts, and every maker knows it. Therefore, the chassis is the place to look out for shortcomings.

Reo the Fifth is the only car in its class which is built like the costliest cars. The only car with this vast over-capacity. The only car with 15 roller bearings, with 190 drop forgings. It is the only car to which tests and inspections are applied as they are in this plant.

This is the only car built by R. E. Olds, the dean of all designers. It is the only car with our one-rod control. It is the only car in which no levers interfere with the driver's exit.

To build Reo the Fifth as some cars are built would lessen our cost about \$200. The car might demonstrate as well as now. It might run as well the first season. But it would lack the staunchness of Reo the Fifth. It would soon lack the silence. Flaws would be almost certain. Weaknesses would be sure to develop. And the cost of upkeep, after a few months, would quickly wipe out any saving we could make in price.

These are vital facts to consider. Experienced buyers, more and more, are demanding the utmost in a car. The demand for Reo the Fifth, even at the higher price, indicates the present trend.

Now lesser cars are sold at a higher price. Now we are giving you more for the money than any other car in this class. This \$220 reduction wipes out every inducement for buying a lower-grade car.

Please take the pains to prove this.

REO MOTOR CAR COMPANY, LANSING, MICHIGAN
CANADIAN FACTORY, ST. CATHARINES, ONTARIO

SPECIFICATIONS

"REO THE FIFTH"—SUMMER SERIES TOURING CAR AND RUNABOUT

<i>Frame</i>	Pressed steel.
<i>Springs</i>	Front, half elliptic. Rear, three-quarter elliptic.
<i>Axles</i>	Front, I-beam, drop-forged, Timken roller-bearing spindles. Rear, tubular, semi-floating, Timken roller-bearings, High Duty roller-bearings at wheels.
<i>Wheels</i>	34-inch. With demountable rims.
<i>Tires</i>	34 x 4-inch, front and rear.
<i>Wheel Base</i>	112-inch.
<i>Engine</i>	Vertical, four-cylinder, cast in pairs.
<i>Horse Power</i>	30-35.
<i>Cooling System</i>	Water-jackets, tubular radiator in honey-comb pattern, direct to exhaust valves.
<i>Valves</i>	Mechanically operated and protected.
<i>Carburetor</i>	Automatic, heated by hot air and hot water.
<i>Ignition</i>	Generator with 100 ampere hour storage battery.
<i>Control</i>	Spark and throttle on steering post with foot accelerator.
<i>Transmission</i>	Selective swinging type. Center control.
<i>Gear Changes</i>	Three forward and reverse.
<i>Drive</i>	Shaft with two universal joints, encased in oil.
<i>Clutch</i>	Multiple-disc, with positive release.
<i>Brakes</i>	Two on rear wheels, internal and external, 14-inch diameter drums.
<i>Lubrication</i>	Automatic force feed, return system.
<i>Water Capacity</i>	3¾ gallons.
<i>Gasoline Capacity</i>	15 gallons.
<i>Steering</i>	Gear and sector.
<i>Speed</i>	40-45 miles per hour.
<i>Equipment</i>	Fully electric lighted throughout, electrically started, mohair top with full side curtains, mohair slip cover, clear vision ventilating windshield, speedometer, electric horn, extra rim and improved tire bracket, pump, jack, complete tool and tire outfit, foot and robe rails.
<i>Passenger Capacity</i>	Touring Car, five. Runabout, two.
<i>Finish</i>	(Both models) Black.
<i>Price</i>	(Both models) with full equipment, \$1175. All prices f. o. b. Lansing, Michigan.

Note—The foot and robe rails are furnished only with the Touring Car